



Taopix to launch Taopix Mobile in UK at London Calling

The UK launch of Taopix Version 5 photo gift software including their HTML5 based Taopix Online with Mobile will take place at Duplo's London Calling

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Newcastle upon Tyne, United Kingdom

Taopix, manufacturer of the world's leading photobook and gift software platform, are to exhibit at Duplo's London Calling Without Limits event at East Wintergarden, Canary Wharf, 15th - 16th October. Visitors to the event will be treat to the UK launch of the company's latest photo personalisation software, including new Taopix Mobile.

Taopix confirmed that the company plan on launching Version 5 of the popular photo gift platform across their HTML5 and download applications this quarter. Taopix Online, Mobile and Desktop packages will be available for demo for the first time in the UK at the London Calling event. Taopix Version 5 will include Taopix Mobile, a new mobile web optimised designer application, which comes with Taopix Online, their HTML5 based designer application. In addition, they will be showcasing some brand new photobook and gift design templates from their new in-house design team too!

Speaking direct from Graph Expo, in Chicago, this week, Dianne Moralee, Global Sales Director for Taopix commented;

'We're looking forward to bringing Taopix Version 5 to the UK for the first time and we couldn't think of a better event and timing than London Calling. We've been partners with Duplo for some time now and we were thrilled when they invited us to exhibit at this event. The fact that London Calling is designed to inspire businesses and spark ideas on creating new revenue streams couldn't be a better fit for us and our customers – businesses from the world of print and photo. That's exactly how we approached the development of Taopix Version 5, by concentrating on those features that would make a real difference to our customers' bottom line.'

For both Taopix Online and Mobile, this included looking at how consumers want to create and buy single prints, quick books, ready books and simple photo gifts on their tablet and mobile devices and ensuring that they were able to do this in as few clicks as possible. For any business using the Taopix platform this means they can offer their customers a choice of products across a range of devices. With our flexible wizard tools they can create a product once and set it up for Taopix Online, Mobile



and even Desktop in a few quick clicks. In addition to this we've ensured we include powerful upsell tools across the whole platform.'

So what else do Taopix have in store for visitors to London Calling?

Moralee added; 'As well as showcasing our latest platforms and content, we'll be looking to inspire printers to look at new ways of making revenue, such as offering photo gifts on mobile or leveraging partnerships with brands and other companies to produce personalised photo products for new audiences.'

In addition to an exclusive demonstration of the latest Taopix software, visitors to the show will be able to see live photobook production between the Taopix platform and print production hardware from fellow exhibitors LumeJet and on Konica Minolta via UK print provider, Balreed.

To find out more about the London Calling Without Limits show and to register for the event visit:
<http://duplolondoncalling.com/>

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Discover more at taopix.com

About Taopix: Taopix manufacture and sell the world's leading photobook and photo gift platform. The company was founded in 2007 by James Gray (CEO) and Kevin Gale (CTO) based on a shared vision to deliver a superior photobook platform which would give businesses within the industry the tools to fully control their own software and hence manage their photo gift offering. This is a vision that remains at the heart of the company to date. Taopix is designed with the needs of its customers, and their customers, in mind. This is a vision that remains true throughout the company to date.

Taopix HQ is based in Newcastle upon Tyne, in the UK, with additional offices in the US, Singapore, Hong Kong, Japan and Netherlands.

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